

# CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Mentzer Media Services**  
**600 Farimont Avenue**  
**Suite 306**  
**Towson, MD 21286**

<u>Contract / Revision</u> 808336 /		<u>Alt Order #</u> 06275803
<u>Product</u> <b>CROSSROADS GPS</b>		
<u>Contract Dates</u> <b>08/15/12 - 08/21/12</b>		<u>Estimate #</u> <b>1215</b>
<u>Advertiser</u> <b>Crossroads GPS</b>		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WOIO</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WOIO	08/15/12	08/17/12	Action News at Noon	12-1230p		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$475.00			
N 2	WOIO	08/15/12	08/17/12	Action News at 4p	4-5p		:30			NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$650.00			
N 3	WOIO	08/15/12	08/17/12	Action News at 5p	5-6p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W-F--				2	\$700.00			
N 4	WOIO	08/16/12	08/16/12	Action News at 5p	5-6p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---2---				2	\$700.00			
N 5	WOIO	08/15/12	08/17/12	Action News at 6p	6-630p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W-F--				2	\$700.00			
N 6	WOIO	08/16/12	08/16/12	Action News at 6p	6-630p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---2---				2	\$700.00			
N 7	WOIO	08/15/12	08/17/12	Inside Edition	730-8p		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$500.00			
N 8	WOIO	08/15/12	08/17/12	Action News at 11p	11-1135p		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$1,000.00			
N 9	WOIO	08/15/12	08/17/12	David Letterman	1135p-1238a		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$500.00			
N 10	WOIO	08/15/12	08/15/12	Wed Hour 1	8-9p		:30			NM	1	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--1----				1	\$4,750.00			
N 11	WOIO	08/15/12	08/15/12	Wed Hour 2	9-10p		:30			NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 808336 /		<u>Alt Order #</u> 06275803
<u>Contract Dates</u> <b>08/15/12 - 08/21/12</b>	<u>Product</u> CROSSROADS GPS	<u>Estimate #</u> 1215
<u>Advertiser</u> <b>Crossroads GPS</b>		<u>Original Date / Revision</u> 08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
											2	\$7,000.00
Week:		08/13/12	08/19/12	-- 2----	2	\$3,500.00						
N 12	WOIO	08/15/12	08/15/12	Wed Hour 3	10-11p		:30			NM	2	\$9,500.00
Week:		08/13/12	08/19/12	-- 2----	2	\$3,500.00						
N 13	WOIO	08/16/12	08/16/12	Thur Hour 2	9-10P		:30			NM	2	\$6,000.00
Week:		08/13/12	08/19/12	--- 2---	2	\$4,750.00						
N 14	WOIO	08/16/12	08/16/12	Thur Hour 3	10-11p		:30			NM	1	\$3,000.00
Week:		08/13/12	08/19/12	--- 2---	2	\$3,000.00						
N 15	WOIO	08/17/12	08/17/12	Fri Hour 2	9-10p		:30			NM	2	\$6,400.00
Week:		08/13/12	08/19/12	---- 1--	1	\$3,000.00						
N 16	WOIO	08/17/12	08/17/12	Fri Hour 3	10-11p		:30			NM	1	\$2,750.00
Week:		08/13/12	08/19/12	---- 2--	2	\$3,200.00						
N 17	WOIO	08/18/12	08/18/12	Sat Hour 3	10-11p		:30			NM	1	\$750.00
Week:		08/13/12	08/19/12	----- 1-	1	\$2,750.00						
N 18	WOIO	08/18/12	08/18/12	11p-1135p	11p-1135p		:30			NM	2	\$900.00
Week:		08/13/12	08/19/12	----- 1-	1	\$750.00						
N 19	WOIO	08/19/12	08/19/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$450.00
Week:		08/13/12	08/19/12	----- 2	2	\$450.00						
N 20	WOIO	08/19/12	08/19/12	Face the Nation	1030-1130a		:30			NM	1	\$500.00
Week:		08/13/12	08/19/12	----- 1	1	\$450.00						
N 21	WOIO	08/19/12	08/19/12	SU Action News at 630p	630-7p		:30			NM	1	\$3,500.00
Week:		08/13/12	08/19/12	----- 1	1	\$500.00						
N 22	WOIO	08/19/12	08/19/12	Sun Hour 1	7-8p		:30			NM	1	\$4,750.00
Week:		08/13/12	08/19/12	----- 1	1	\$3,500.00						
N 23	WOIO	08/19/12	08/19/12	Sun Hour 2	8-9p		:30			NM	2	\$7,000.00
Week:		08/13/12	08/19/12	----- 1	1	\$4,750.00						
N 24	WOIO	08/19/12	08/19/12	Sun Hour 3	9-10p		:30			NM	1	\$3,500.00
Week:		08/13/12	08/19/12	----- 2	2	\$3,500.00						
N 25	WOIO	08/19/12	08/19/12	Sun Hour 4	10-11p		:30			NM	1	\$775.00
Week:		08/13/12	08/19/12	----- 1	1	\$3,500.00						
N 26	WOIO	08/19/12	08/19/12	11p-1135p	11p-1135p		:30			NM	1	\$775.00
Week:		08/13/12	08/19/12	----- 1	1	\$775.00						
N 27	WOIO	08/19/12	08/19/12	1135p-1205a	1135p-1205a		:30			NM	1	\$775.00
Week:		08/13/12	08/19/12	----- 1	1	\$775.00						

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount		
											2	\$950.00	
N 28	WOIO	08/20/12	08/21/12	Action News at Noon	12-1230p		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		08/20/12	08/26/12	MT-----	2	\$475.00							
											4	\$2,600.00	
N 29	WOIO	08/20/12	08/21/12	Action News at 4p	4-5p		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		08/20/12	08/26/12	MT-----	4	\$650.00							
											2	\$1,400.00	
N 30	WOIO	08/20/12	08/21/12	Action News at 5p	5-6p		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		08/20/12	08/26/12	MT-----	2	\$700.00							
											2	\$1,400.00	
N 31	WOIO	08/20/12	08/21/12	Action News at 6p	6-630p		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		08/20/12	08/26/12	MT-----	2	\$700.00							
											2	\$1,000.00	
N 32	WOIO	08/20/12	08/21/12	Inside Edition	730-8p		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		08/20/12	08/26/12	MT-----	2	\$500.00							
											2	\$2,000.00	
N 33	WOIO	08/20/12	08/21/12	Action News at 11p	11-1135p		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		08/20/12	08/26/12	MT-----	2	\$1,000.00							
											4	\$2,000.00	
N 34	WOIO	08/20/12	08/21/12	David Letterman	1135p-1238a		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		08/20/12	08/26/12	MT-----	4	\$500.00							
											2	\$6,000.00	
N 35	WOIO	08/20/12	08/20/12	Mon Hour 3	10-11P		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		08/20/12	08/26/12	2-----	2	\$3,000.00							
Totals											77	\$106,575.00	

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/21/12	77	\$106,575.00	\$90,588.75
<b>Totals</b>	<b>77</b>	<b>\$106,575.00</b>	<b>\$90,588.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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